



Producer: MD/BL
Project: FCC – SCRIPT/JL
VERSION: ATTRIBUTION
Title: “Do Nothing”
TRT: :30
Date: 5/19/09 FINAL VERSION

VIDEO

THIS SPOT VISUALLY IS
PRIMARILY ALL GRAPHICS WITH
ANIMATING IMAGES THAT WILL
APPEAR ON THE SCREEN

GRFX: DATE
SCREEN GOING DARK

SNOW APPEARING

TV BECOMES ALL STATIC AND
SNOW

TOLL-FREE NUMBER HOLDS
THROUGH END.
TV STARTS BACK UP

NUMBER STILL ON SCREEN
SUPER JUNE 12

TO BLACK

AUDIO

DRAMATIC MUSIC UP AND UNDER
ANNCR (VO):
(TV/RADIO)

**DO NOTHING BEFORE JUNE 12,
2009 -**

**AND YOU COULD LOSE YOUR TV
SIGNAL.**

**IF YOU USE RABBIT EARS OR A
ROOFTOP ANTENNA –**

**TO WATCH TV FREE ON AN
OLDER SET,**

YOU'RE AT RISK.

**DON'T PANIC. CALL 888-CALL-
FCC.**

**WE'LL TELL YOU EXACTLY WHAT
YOU NEED TO DO TO GET READY
FOR DIGITAL TV—SO YOU CAN
STAY TUNED IN TO YOUR
FAVORITE PROGRAMS, NEWS,
LOCAL WEATHER AND
EMERGENCY INFORMATION.**

**DIGITAL TV IS COMING JUNE 12TH
– GET READY.**

**CALL NOW.
DON'T BE LEFT IN THE DARK.**

	<p>THIS MESSAGE WAS FURNISHED BY THE FEDERAL COMMUNICATIONS COMMISSION.</p>
--	--------------------------------------------------------------------------------------------